



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**RECEIVED**

AF 13622  
61

SIMB Docket No. 1001-0664

JUL 12 2004

NCR Reference No.: 8843

**GROUP 3600**

Application of: **John C. Goodwin III**

Group Art Unit: 3622

Serial No. 09/726,820

Examiner: **Y. Retta**

Filing Date: **November 30, 2000**

For: **System and Method for Directing Customers to  
Product Locations Within a Store**

I hereby certify that this correspondence is being deposited with the  
United States Postal Service with sufficient postage as first class  
mail in an envelope addressed to: Commissioner for Patents, P.O.  
Box 1450, Alexandria, VA 22313-1450 on June 30, 2004

(Date of Deposit)

Paul J. Maginot

Name of person mailing Document or Fee

Signature of person mailing Document or Fee

June 30, 2004

Date of Signature

**NOTICE OF APPEAL FROM THE PRIMARY EXAMINER TO THE  
BOARD OF PATENT APPEALS AND INTERFERENCES**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

07/09/2004 AWONDAF1 00000074 09726820

01 FC:1401

330.00 OP

Sir:

Applicant hereby appeals to the Board of Patent Appeals and Interferences from  
the decision set forth in the Official Action mailed March 30, 2004, in which the Examiner  
finally rejected claims 1-25.

Commissioner for Patents

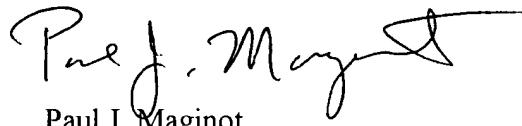
June 30, 2004

Page 2 of 2

A check for \$330.00 is enclosed for the filing fee of a Notice of Appeal as required by 37 CFR § 1.17. Also, please provide any extension of time which may be necessary and charge any fees which may be due to Deposit Account No. 13-0014, but not to include any payment of issue fees.

Respectfully submitted,

MAGINOT, MOORE & BECK LLP



Paul J. Maginot

Attorney for Applicant

Registration No. 34,984

June 30, 2004

Maginot, Moore & Beck LLP

Bank One Tower/Center

111 Monument Circle, Suite 3000

Indianapolis, Indiana 46204-5130

(317) 638-2922 telephone

(317) 638-2139 facsimile